



# Turning Channel Partnerships into \$10M in Revenue

How OMS built the strategy and marketing infrastructure that turned a TSD and technology advisor network into a repeatable source of qualified opportunities and revenue.

## INDUSTRY

AI-Driven Managed Services

## ENGAGEMENT TYPE

Ongoing Channel Marketing

### Challenge

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The managed services provider saw significant growth potential through its TSD and technology advisor ecosystem, but relationships alone were not enough.

To turn the channel into a predictable source of pipeline, the company needed to stay visible, educate partners, enable them to recognize the right opportunities, and create a consistent path from partner engagement to sales.

### Solution

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OMS became the company's outsourced channel marketing team, owning the strategy and execution needed to activate and scale the channel.

OMS built the program around a simple objective: keep the provider top of mind, help technology advisors understand when and why to bring the provider into an opportunity, and make it easy to engage the sales team.

Through ongoing partner enablement, campaigns, webinars, events, content, communications, and pipeline tracking, OMS created the marketing infrastructure connecting the provider, its TSD, and its technology advisors.

**In short:** OMS helped transform a growing partner ecosystem into a measurable revenue channel, generating \$10 million in revenue in the first 18 months.

## The OMS Approach

- Channel strategy and program management
- TSD and technology advisor engagement
- Partner enablement and sales tools
- Campaigns, webinars, events, and co-marketing
- Content, creative, and communications
- Marketing operations and budgeting
- Pipeline tracking and performance measurement
- Ongoing optimization

### STARTING POINT

A growing channel strategy and new TSD relationship that needed the marketing infrastructure, partner enablement, and ongoing engagement to scale.

### TODAY

An established channel program that keeps the provider visible, enables technology advisors to identify opportunities, and creates qualified pipeline for the sales team to advance and close.

## Results

# \$10M

REVENUE GENERATED  
IN 18 MONTHS

Through consistent partner engagement, enablement, campaigns, events, and pipeline tracking, OMS helped turn the channel from a network of relationships into a repeatable source of qualified opportunities and revenue.

The result: the channel became a measurable revenue function, not simply a network of partner relationships.



## Outsourced Marketing Solutions

OMS is the outsourced marketing partner for MSPs and technology companies that need a real marketing function, not another vendor to manage. We build the strategy, execute the work, and measure the business impact.

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